

“Tops in Sonoma” Business Outlook



September 30, 2011

sonoma valley
**ECONOMIC DEVELOPMENT
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We Asked:

- **How is your business doing?**
- **Plans and outlook for the coming year?**
- **Issues you are facing?**

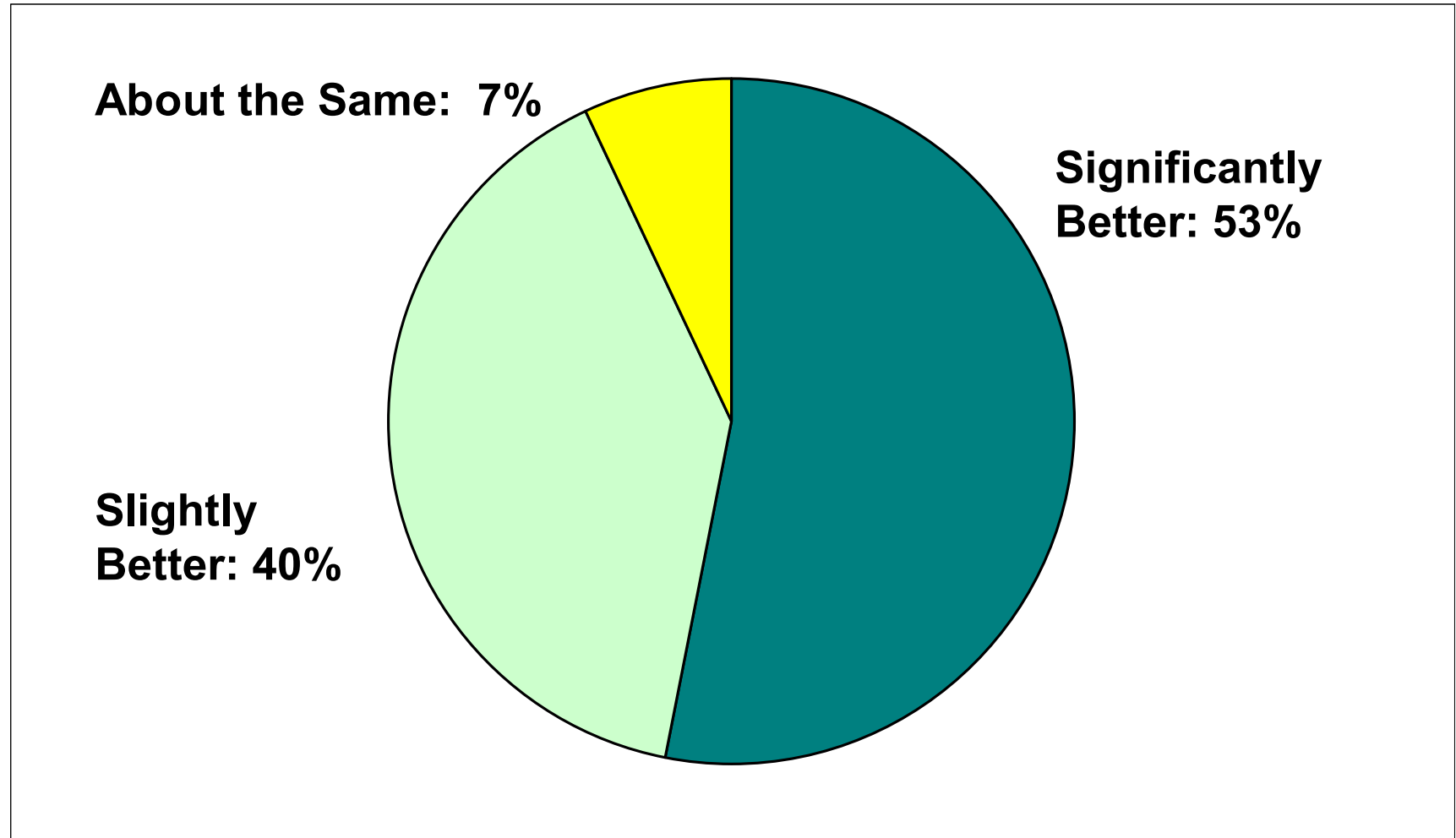


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You Answered:

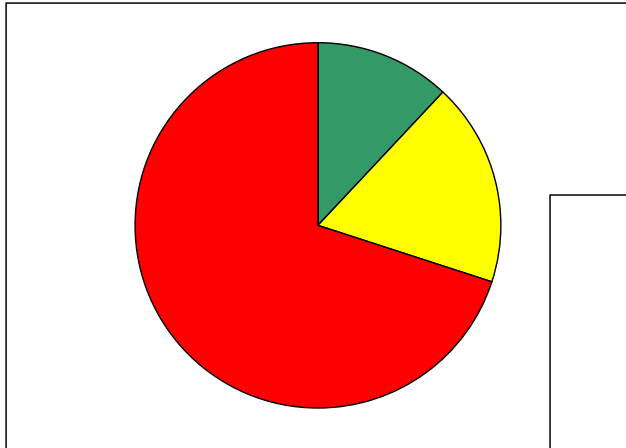
- **15 of our “Tops in Sonoma” businesses**
 - Lodging, retail, restaurants, services, & manufacturing
 - Representing more than 1,000 jobs
 - Locations in city, county, or in both

How is your business doing compared to this time last year?

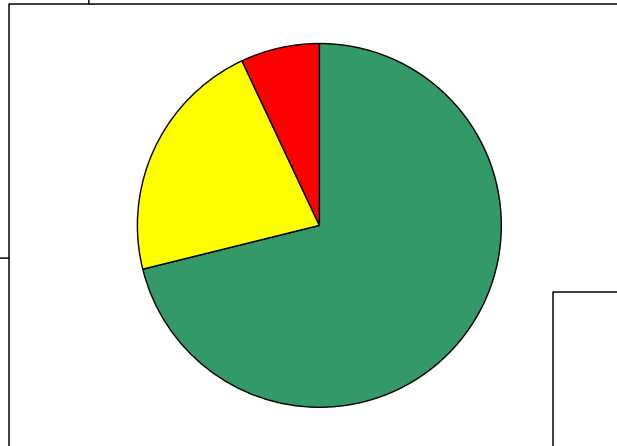


TRENDS: How is your business doing compared to this time last year? (worse, same, or better)

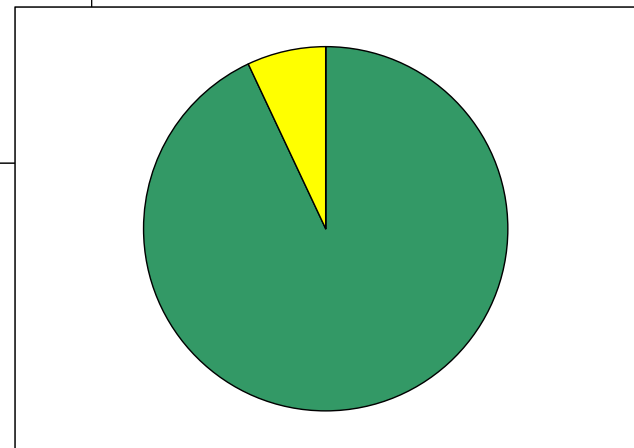
2009 survey



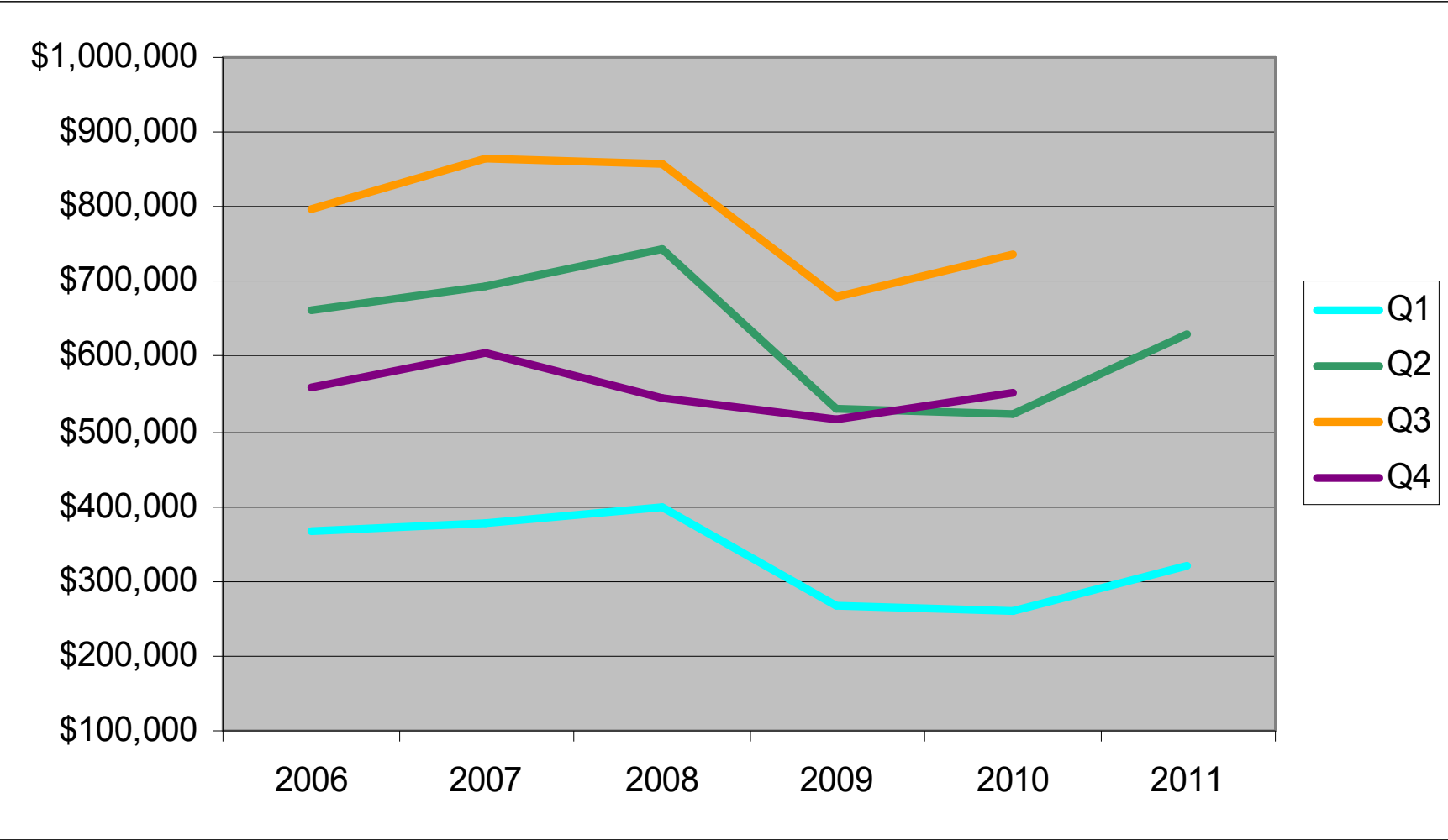
2010 survey



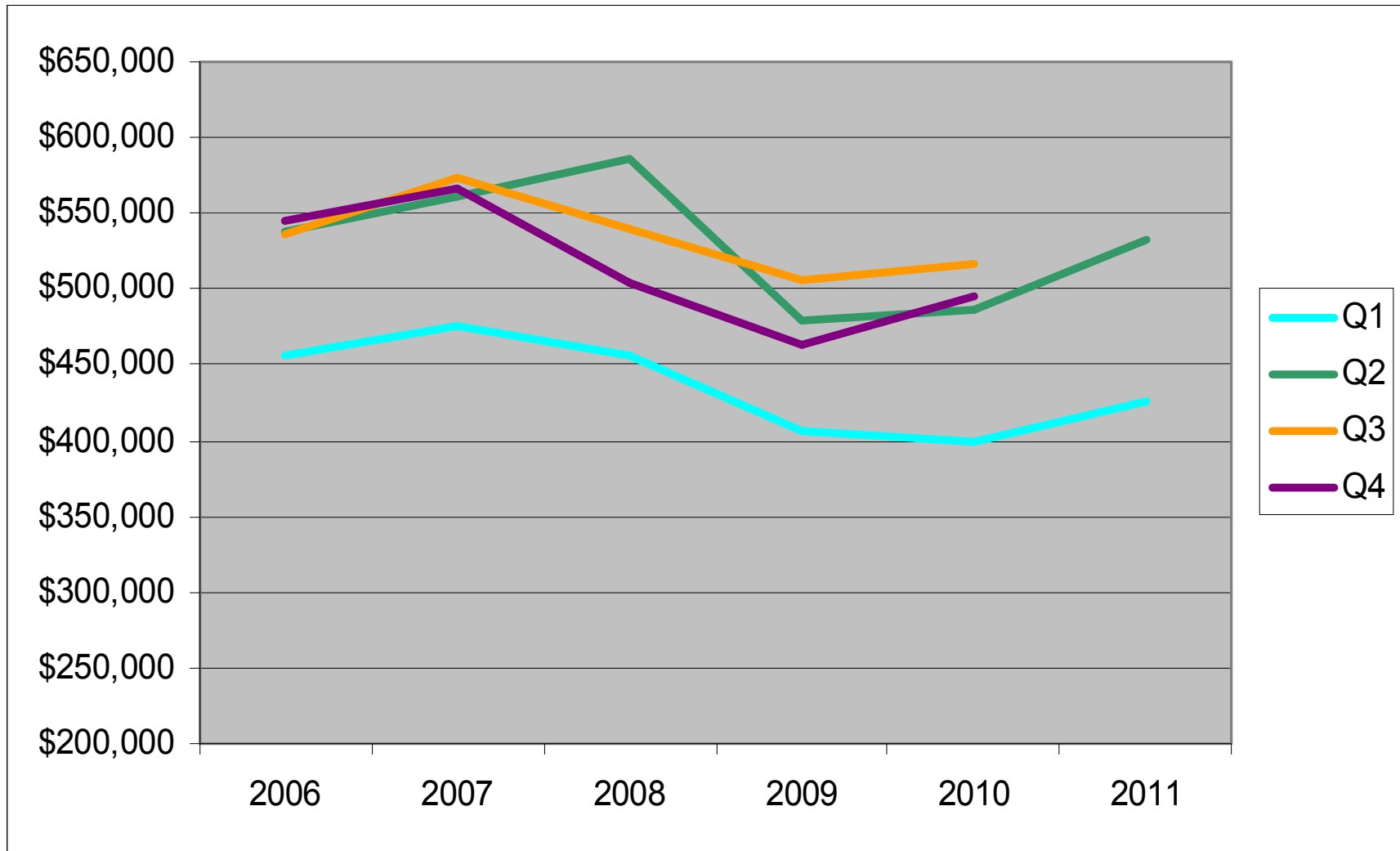
2011 survey



Sonoma Hotel Tax Revenue Trends



Sonoma Sales Tax Revenue Trends



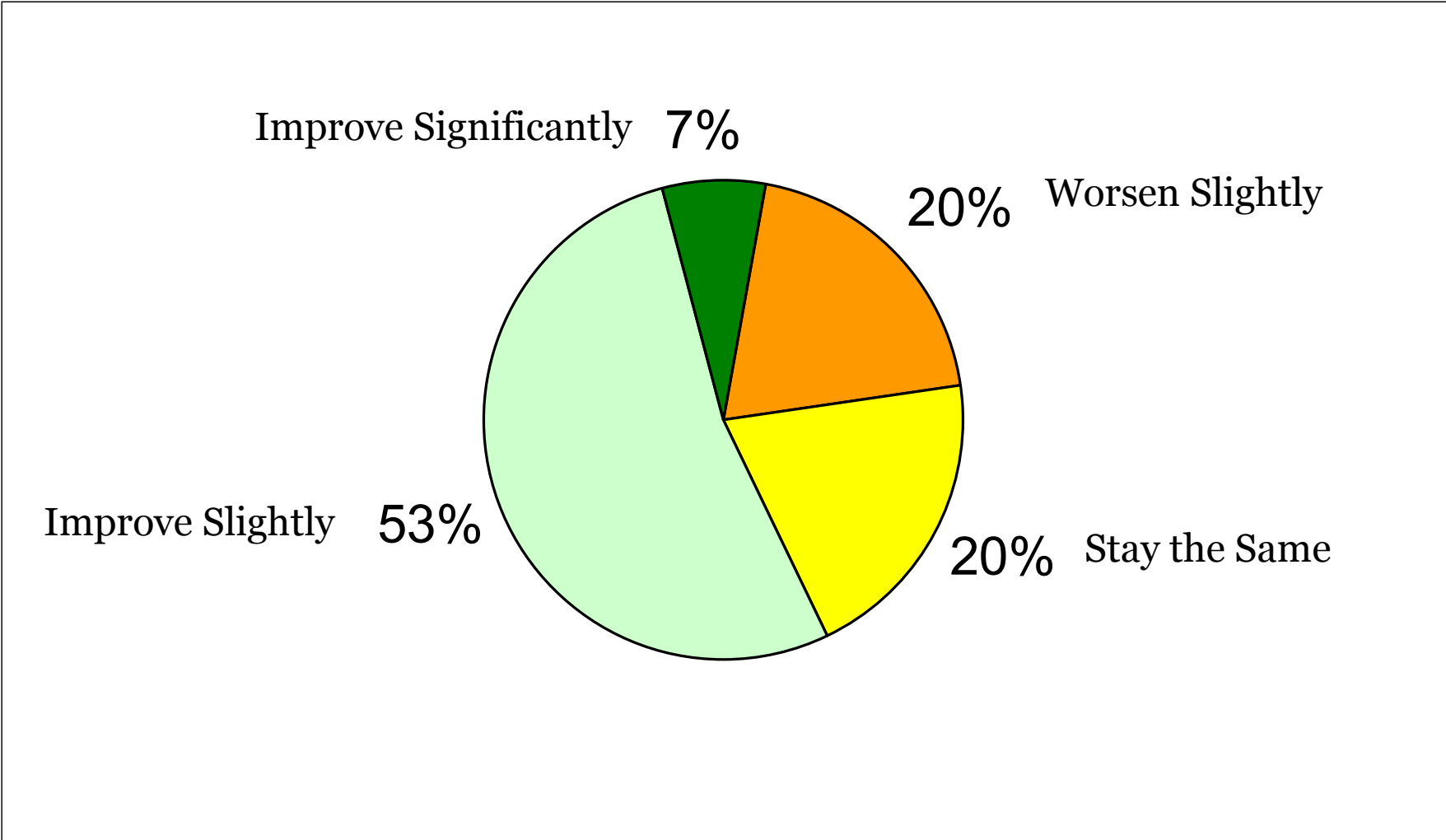
How has your total staffing changed over the past 3 years?

Average change: 2009 to 2010: + **5 %**

Average change: 2010 to 2011: + **8 %**

If the 15 businesses that responded to the survey are representative of the total, that means our “Tops in Sonoma” businesses have generated more than **250 new jobs** over the past two years.

Over the next 12 months, do you believe the economic environment for your business will:



Growth and Investment

“We are holding back on capital investments in the business until we have a better sense of where the economy is headed”

Agree/Strongly Agree: **40 %**

Disagree/Strongly Disagree: **60 %**

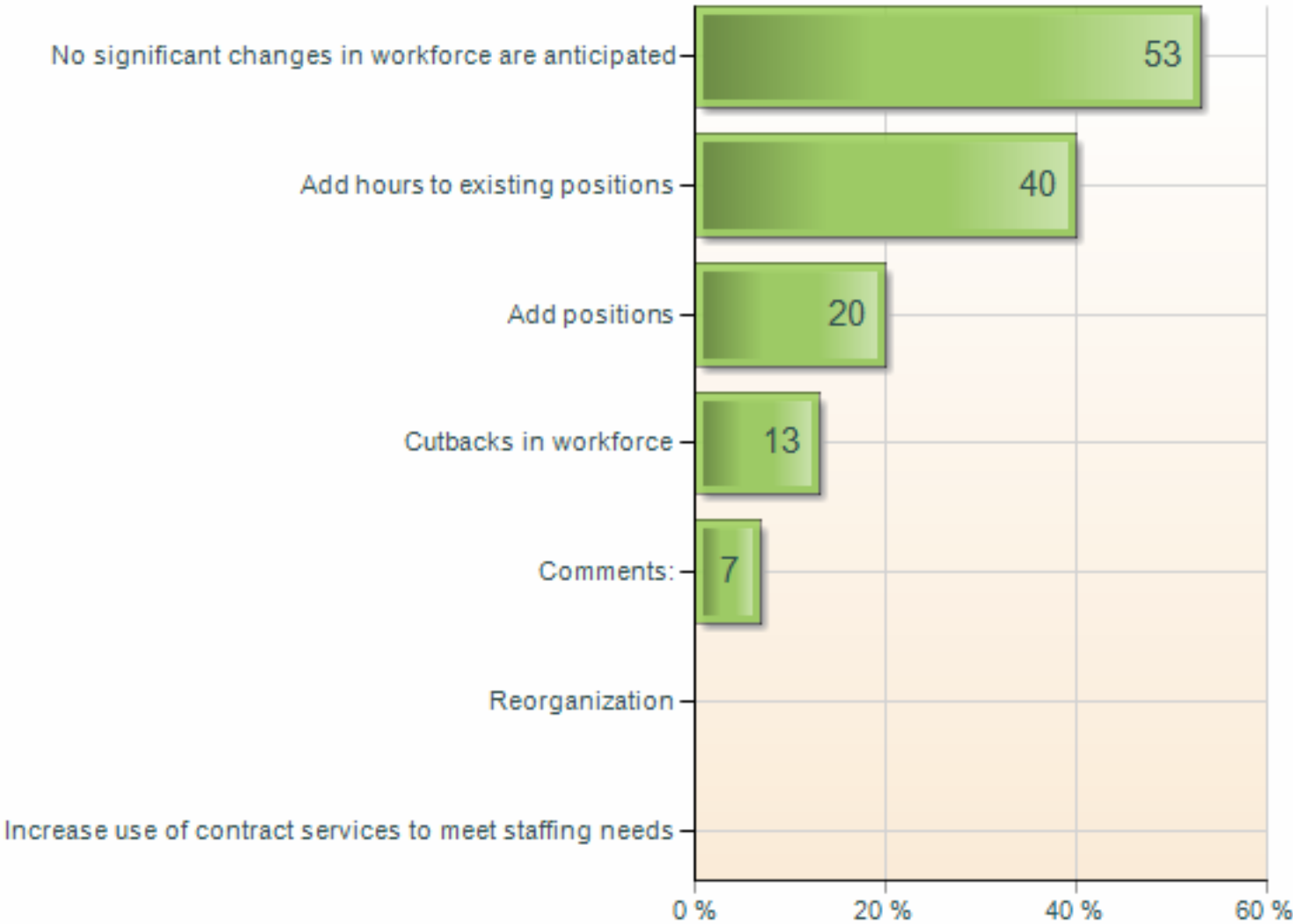
“We have plans to grow the business and are moving forward aggressively”

Agree/Strongly Agree: **80 %**

Disagree/Strongly Disagree: **13 %**

Staffing Plans

Over the next 12 months, what changes do you anticipate for your organization's workforce? (check all that apply)



Growth and Investment

“We are at the point where we cannot get further increases in productivity at existing staffing levels”

Agree/Strongly Agree: **57 %**

Disagree/Strongly Disagree: **36 %**

“We are scaling back on hiring until we have a better sense of where the economy is headed”

Agree/Strongly Agree: **34 %**

Disagree/Strongly Disagree: **60 %**

What is the greatest challenge facing your business over the next year?

1. General economic conditions & uncertainty
2. Rising costs
3. Fluctuating/seasonal demand in hospitality
4. Regulation & taxes
5. Competition / marketing challenges

What can local government do that would most help your business to be successful?

- 1. STREAMLINING** **60%**
“Make it faster & easier to get permits for operating or expanding a business”
- 2. SIGNAGE** **47%**
“Improve signage to help visitors find their way to (and around) Sonoma Valley”
- 3. ROADS** **33%**
“Improve road conditions”

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